

## PREDICTING THE ACTIVITIES OF AN INDIVIDUAL OR GROUP USING MINIMAL INFORMATION

### Abstract Of The Disclosure

5 A method and system are provided for predicting the behavior of an individual, e.g., one engaged in an on-line session, based on a comparison of the individual's activities during that session with those participated in by multiple other parties. The individual's activities during the session and certain attendant conditions are monitored and compared with a continually updated database  
10 that reflects (a) the cumulative activities of all other parties and their attendant conditions and (b) behavioral trends exhibited by those other parties based on their participation in various types of activities under various conditions. When similarities are detected between the individual's activities and their attendant conditions and those of certain other parties, the corresponding behavioral trend  
15 of those other parties is attributed to the individual. The method and system are implemented in connection with an interactive service, for example, in an Internet environment, wherein the prediction of behavior involves identifying web sites that are likely to be visited by the individual. This prediction can be used to initiate the delivery of informational content targeted to that individual.  
20